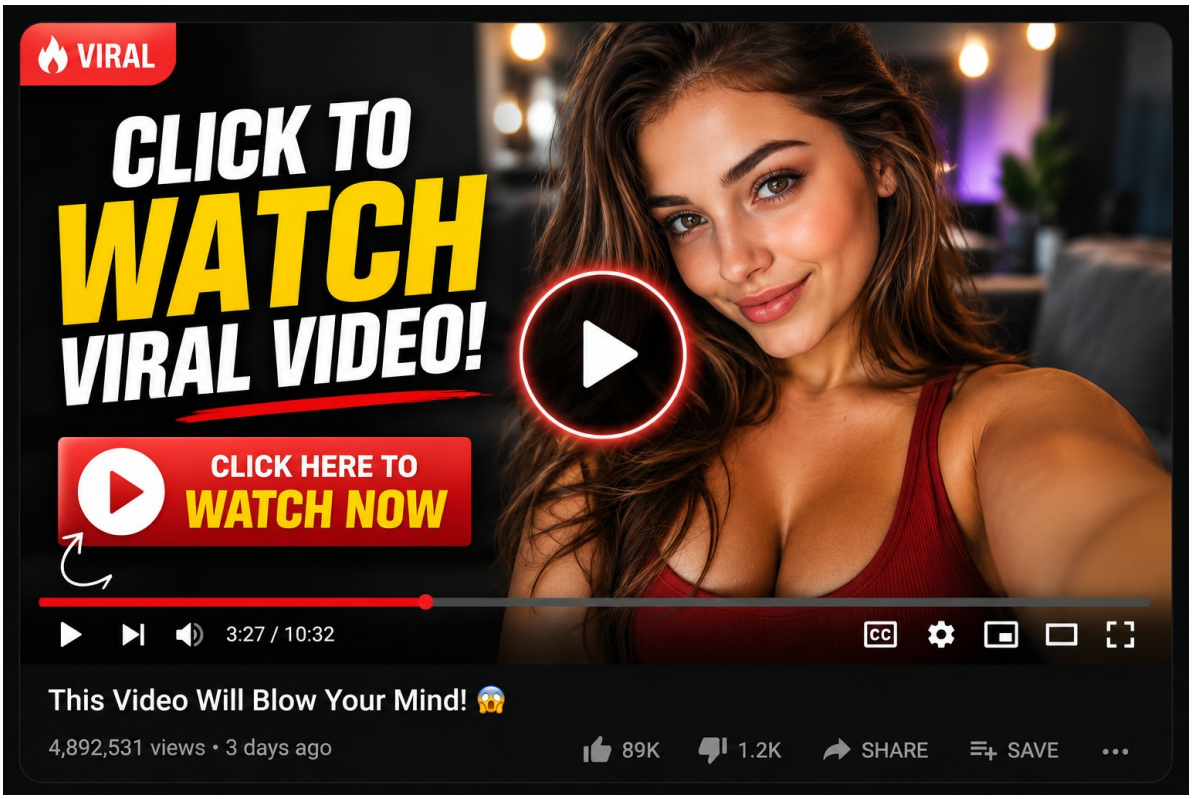instagram viral video 19 minute 34 second umeri viral video